

**Workplan Logistics**  
Program Contact: Evan Toulon, #6316**I. Selling/Execution Detail**

Month: June  
Promotion: DORAL B4G1F  
Promotion #: 800532  
Item #: 542195 - Display/POS Kit  
Segment: Partners Cigarette Tobacco Stores (pack promotion)  
SKU Quantity: 70 offers per store  
Placement/MSA Reporting: DOR JUN B4G1F  
Reporting Dates: 6/1/98 - 7/31/98

Promotion Details: 1) Promotion Description - DORAL Buy 4 Get 1 Free with name generation  
Insert  
2) Materials Description - #542195 POS Kit contains generic 30-carton display,  
1 POS Card, 1 Riser Card  
3) Recommended Displays - Generic 30-carton display included in POS Kit.  
4) Special Instructions - Direct accounts not required to pack promotional  
product into display. Coordinate the shipment of the Display Kit #542195 with  
directs to ship with product or "DSD" Kits directly to retail. Each store to receive  
70 offers/10 offers per each brand style/5 white cartons per each style.

Pricing Details: - Invoice Description: DORAL B4G1F  
- Pricing: Regular list price  
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free  
product 1.4% EFT.  
- Additional Allowance: State tax on free product

Promotional Packaging UPC: 12300-24980

Product UPC: 25350 - DORAL Lts 85	<u>46</u>	25354 - DORAL Ult Lts 100	<u>46</u>
25351 - DORAL Lts 100	<u>46</u>	25355 - DORAL Box 100	<u>46</u>
25352 - DORAL FF 100	<u>46</u>	25356 - DORAL Lts Box 100	<u>46</u>
25353 - DORAL Lts Mthl 100	<u>46</u>	(product is in 6M cases)	<u>46</u>

VAP Payment Per 6M Case: 1) Handling/shipping - \$3.60 per promoted 6M case.  
Direct accounts not required to pack product - only stamping  
and shipment of product required.

**II. Promotion Timing**

Allocations Available: 3/2/98  
Model Available: 3/23/98  
Allocation Adjustments to Model: 3/23/98 - 4/17/98  
Templates Available: 4/20/98  
Valued-Added Transfer Deadline: 4/24/98  
First Order Date: 4/27/98  
First Delivery Date to Direct Accounts: 5/18/98  
VAP/Delivery Date to Retail Accounts: 6/15/98  
Last Delivery Date to Direct Accounts: 6/26/98  
Roll Remaining Allocations to National/Clean-Up: 6/29 - 7/3/98

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210 SMS210N2 1

SALES MATERIALS SYSTEM

05/04/98 15:49

Item: 542195 Regular Stock

ITEM MAINTENANCE

FN: \_\_\_\_\_

Description of Item:

Action(C,D,R,' '):

Next Item: \_\_\_\_\_

S DORAL CTS B4G1F DISPLAY KIT - 6/98

Status: A

Item Type: S

L

Multi Whse: N Active Item: Y

Prime Whse: W150 Refurb #: 0

Track Flag: Y Cycle Count: 12

Corres #: 0

Std Note Code NV

Asset Code: TA

Sku Reserved:

Exp Code: TA

Sku Available: 3888

Brand Code: 4200 DORAL

Sku in Process: 0

Asset Prom#: 0 Reqst Limit: 0

Sku Backordered:

Exp Prom No: 800532020301 Budget Code: 4200

Number BO:

Repackable: N

Sku Pkg: KT

Sku on Hand: 4746

Ups Flag: Y

Po Pkg: 1.000

Future Not Rsvd:

United Inch: 78.50

UPC:

Sku Alloc Avail: 2588

Sku Weight: 4.4200 Sku/Mast Pk: 1.000

Sku Cube: 2.3350

Master Pk: N (Y/N)

Avg Sku Cost: 9.1600

Invntry Mgr: WGD LG KAY MCCAFFREY

Avg Po cost: 9.1600

Allocated: Y Sku/Mast Pk Per Pallet: 0

\$ Onhand: 43473.3600

Program Mgt: Category: 023 420 361 POS KITS

C LE: 0.0000

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

HELP Cmmt Retrn

Pl/Cs

Inv

Main

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Second Quarter 1998  
June CTS Pack DORAL B4G1F  
Promotion #800532, 70 Offers Per Store

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		# CTS Stores Prior to Rounding	#542195 (1/SKU)	# Stores	Total Offers	Total 6M Cases	Lt 85	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 100	FF Box 100
1100	Boston	75	78	78	5,460	91	13	13	13	13	13	13	13
1200	New York Metro	56	54	54	3,780	63	9	9	9	9	9	9	9
1300	Philadelphia	143	144	144	10,080	168	24	24	24	24	24	24	24
1600	Buffalo	277	276	276	19,320	322	46	46	46	46	46	46	46
1700	Pittsburgh	210	210	210	14,700	245	35	35	35	35	35	35	35
1800	Cincinnati	260	258	258	18,060	301	43	43	43	43	43	43	43
	<b>Total NESA</b>	<b>1,021</b>	<b>1,020</b>	<b>1,020</b>	<b>71,400</b>	<b>1,190</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>170</b>
2100	Winston-Salem	250	252	252	17,640	294	45	45	45	45	45	45	45
2200	Atlanta	178	180	180	12,600	210	30	30	30	30	30	30	30
2300	Florida	216	216	216	15,120	252	36	36	36	36	36	36	36
2600	Dallas	360	360	360	25,200	420	60	60	60	60	60	60	60
2900	Richmond	212	210	210	14,700	245	35	35	35	35	35	35	35
	<b>Total SSA</b>	<b>1,216</b>	<b>1,218</b>	<b>1,218</b>	<b>85,260</b>	<b>1,421</b>	<b>206</b>	<b>206</b>	<b>206</b>	<b>206</b>	<b>206</b>	<b>206</b>	<b>206</b>
5100	N. California	102	102	102	7,140	119	17	17	17	17	17	17	17
5400	S. California	150	150	150	10,500	175	25	25	25	25	25	25	25
5600	Seattle	228	228	228	15,960	266	38	38	38	38	38	38	38
5800	Houston	192	192	192	13,440	224	32	32	32	32	32	32	32
	<b>Total WSA</b>	<b>672</b>	<b>672</b>	<b>672</b>	<b>47,040</b>	<b>784</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>112</b>
6200	Chicago	300	300	300	21,000	350	50	50	50	50	50	50	50
6300	Minneapolis	375	378	378	26,460	441	63	63	63	63	63	63	63
6600	Denver	600	600	600	42,000	700	100	100	100	100	100	100	100
6700	Detroit	250	252	252	17,640	294	42	42	42	42	42	42	42
6900	St. Louis	400	402	402	28,140	469	67	67	67	67	67	67	67
	<b>Total MWSA</b>	<b>1,925</b>	<b>1,932</b>	<b>1,932</b>	<b>135,240</b>	<b>2,254</b>	<b>322</b>	<b>322</b>	<b>322</b>	<b>322</b>	<b>322</b>	<b>322</b>	<b>322</b>
	<b>GRAND TOTAL</b>	<b>4,834</b>	<b>4,842</b>	<b>4,842</b>	<b>338,940</b>	<b>5,649</b>	<b>810</b>	<b>810</b>	<b>810</b>	<b>810</b>	<b>810</b>	<b>810</b>	<b>810</b>

NOTES:

6M Case = 60 Offers

1 Store x 70 Offers = 70/7 brand styles = 10 offers per brand

6 Stores x 70 Offers = 420 offers/7 brand styles = 70 offers per store

If a direct account handles less than 6 stores, changes in number of offers/brand styles must be taken in consideration.

If a direct account handles more than 6 stores, rounding or changes in the number of offers/brand styles must be considered.

sgr019/ccd  
3/10/98